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User Manual for

tim Affiliate-Marketing Module

for Magento

by

team in medias GmbH :::The Magento-Agency

Version 1.4 engl.

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User information:

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Affiliate Marketing

If you want to bring your products or services to the customer by way of affiliate marketing you must address some basic questions and meet some requirements. Obligatory in all cases is

- a tracking tool
- a legal settlement between the parties
- an incentive for the affiliates (commission model)
- advertising
- and a marketing strategy.

The first decision is whether the affiliate program is conducted and marketed in-house or through an affiliate network (Zanox, Affilinet, Belboon).

Marketing through an affiliate network operator confers the advantage of lesser complexity and lower initial cost. The network operator usually has the necessary technological base and standard contracts that cover the legal basis, provides partners and promotes the programmes within the network.

What speaks against using one or more affiliate network operators is that they do not provide the relevant services free of charge and thus increase the expense of affiliate marketing.

Depending on the service provider a "set-up fee" is due. In some instances it may be several thousand Euros. In most cases the merchant has to make a deposit, from which later the commissions of the affiliates are paid. In addition, the affiliate network operator usually receives a certain share of the commission.

In practice, the engagement with an affiliate network operator is only useful if it is the "right network" and the terms and conditions are appropriate. Some networks are in fact specialized for specific industries or business models. Large networks have become very selective and do not take on every programme.

Also, it is becoming increasingly common that companies operate two affiliate programs: one on a network, and one in-house which serves mostly the top-affiliates.

If you run an affiliate program in-house, a software is needed, for both the tracking and the management of relevant data. The Magento Affiliate Marketing module is an extension for Magento, which does exactly this task.

The tim Affiliate Marketing Module for Magento

Until now, to operate Magento with an affiliate programme on your own without the affiliate network, one had to rely on third-party software[1]. This has several disadvantages. The tim Affiliate Marketing Module for Magento is a fully Magento-integrated solution and eliminates those problems.

The advantages of the tim Affiliate Marketing Module for Magento over a third party software are:

- There is no third party software to be maintained and updated. The maintenance and running costs are therefore lower.
- The shop manager's learning curve is lower, since no new interface has to be learned.
- The tracking code is mostly installed automatically at the tim Affiliate Marketing Module for Magento. Errors are reduced. When using a third party software integration is sometimes accompanied with great effort, as most of the pages are dynamically generated at runtime and IT expertise is required for the integration by the user.
- The tim Affiliate Marketing Module for Magento allows very sophisticated commissions. You can assign different commissions per product category. Even a different allocation of commissions by product level is conceivable.
- Varying commissions per affiliate are possible.
- All affiliate back links are direct backlinks which have SEO[2] relevance and support the SEO efforts of a company. Tracking-links of an affiliate network are wholly irrelevant from an SEO point of view and have no positive effect.

[1] Z.B. ProTrack, www.affiliatesoftware.net, QualityClick, www.netslave.de, Ultimate Affiliate, www.groundbreak.com

[2] Search Engine Optimisation

1.1 Module Usage

The tim Affiliate Marketing Modul for Magento is suitable for companies of all sizes who want to run an affiliate programme in-house and use Magento.

The entire administration of the module is by means of the Magento admin back end, in which the module is integrated seamlessly after installation. The Magento backend rights management functionality limits the rights of the affiliate user to changing the personal information, access to advertising, statistics and commission credits. In the front end new free-text pages are created that have informative character about the affiliate programme and a web-form is provided through which those interested can apply for the programme.

The Affiliate Marketing Magento module was developed based on the Magento version 1.4.x / 1.5.x and has no restrictions in this version.

1.2 Specification and Features

The entire functional scope of the Affiliate-Marketing-Module is divided into three domains or roles which have differing significance. The three areas, frontend, merchant-backend and affiliate-backend shall be explained here, in their requirements and functionalities.

1.2.1 Frontend

After installing the affiliate marketing module, the front end is extended by some navigation elements and directly callable pages. The pages are intended to inform potentially interested parties about the affiliate programme, the commission and the legal bases. For the most part the content can be edited freely from the backend by way of static blocks. Another page includes an extensive web form, that has to be duly filled out by a potential affiliate partner and transmitted in order to apply for the programme. Only after examining the information and the approval by the merchant, the affiliate receives an e-mail with the password for the (affiliate role) backend and can now use the allocated advertising means.

1.2.2 Merchant Backend

The Merchant backend is the administrative centre of the affiliate program. After installation, the backend administration module menu is expanded with a new menu item. Through the module menu you can get, with few exceptions, to almost all dialogues in order to configure the module and to manage the resources (Figure 1: Magento affiliate module).

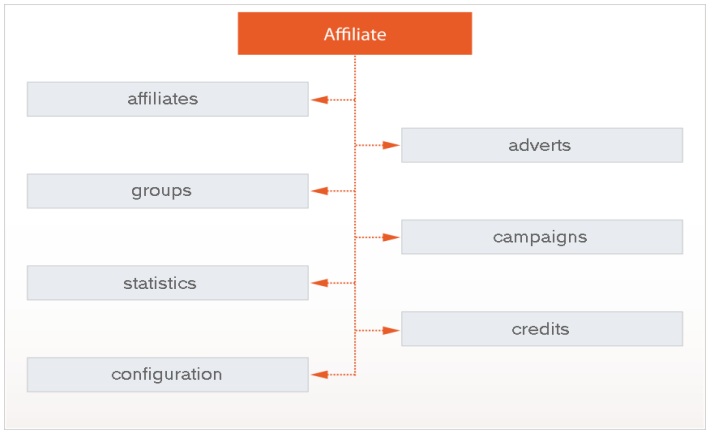

Figure 1: Magento-Affiliate-Modules

- Affiliates: Through the Affiliate dialogues the status of affiliates can be changed. After application for the affiliate program, the affiliate can be accepted (Pending) or rejected (Reject) by the merchant. If the affiliate is accepted, (s)he will be enabled after the first login into the backend (Enable). If a set time period elapses after acceptance without the affiliate logging in, the affiliate account is disabled (Not Confirmed)

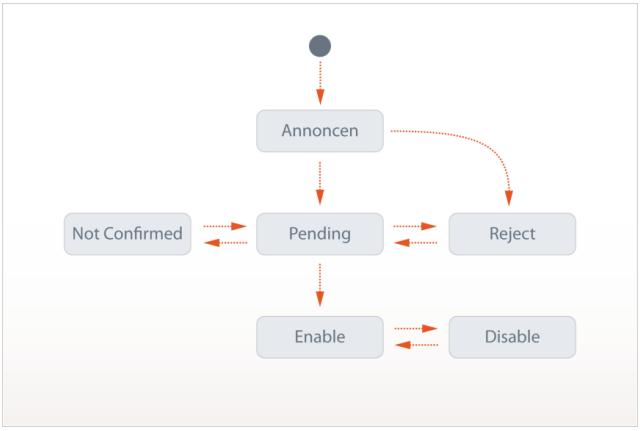

Figure 2 Affiliate-Status and Transitions

- Advertising: In the advertising field new advertisements of varying types can be created and existing ones edited or deleted. Through several fields visibility and validity can be set.

- Groups: Groups are used for differentiation between affiliates and can be assigned to a minimum and maximum group. For each group, individual fees can be set.
- Campaigning: Campaigning can provide time-limited or unlimited commissions on arbitrary product categories, differing from the standard commission.
- Stats: All the resources and transactions of the affiliate program will be recorded and detailed statistical data can be viewed. Singular transactions may be rejected retroactively, for example if is there is suspicion of fraud.
- Credits: commission credits can be created for any year and month. After examination and possible adjustment the amount can be released to the affiliate. The credits will be sent to the affiliates as a PDF document by e-mail and provisioned in the affiliate-backend.
- Configuration: The configuration menu provides basic module settings, such as the configuration of the commission-types.

1.2.3 Affiliate Backend

All accepted affiliates of the affiliate-programme will assigned a special backend user role that was set-up by the module. Except for a few permissions all access to resources and all other settings of the backend are withheld from the affiliate-backend-users. An affiliate has access to the following resources :

- Affiliates can change all personal data and enter new referenced web-pages.
- Advertising accessible to the affiliate can be viewed and individually generated HTML code can be copied.
- The affiliate has access to statistics that directly concern him.
- Approved credits can be viewed and downloaded as a PDF file.

1.3 Commission-Types

The Magento affiliate marketing module covers a wide range of payment types that are compatible with the Magento E-commerce platform, which dramatically increases the attractiveness of an affiliate programme. The following payment methods are supported by the module:

- Pay-Per-Click

- Pay-Per-Newsletter
- Pay-Per-Customer
- Pay-Per-Lead
- Pay-Per-Sale

The commission-type *Pay-Per-Newsletter* and *Pay-Per-Customer* are special forms of the *Pay-Per-Lead* type. Usage of both types entails that commissions are credited to the affiliate only after confirmation of a subscription or a registration with activated Double-Opt-in-Process[3] by the customer.

The types Pay-Per-Lead and Pay-Per-Sale are due at a firm purchase. To prevent fraud by returns of items purchased, the payment of commissions can be deferred up to several months. In cases of possible returns the order-associated commissions will be automatically reset or adjusted by the module. In addition, both commission-types can be configured as lifetime commissions, so that subsequent purchases by an affiliate-mediated customer can be credited to that affiliate.

The commissions for the different commission-types can be configured individually and if desired limited by a cut-off time. In addition, the basic commissions and amounts can be adjusted individually for an affiliate group and / or individual affiliates.

1.4 Tracking

Several tracking methods were implemented in the tim Affiliate Marketing Module for Magento. Thus all transactions associated with a commission-type can be tracked reliably and unambiguously. The basic method is predicated on cookie tracking. For lifetime commission-types cookie-tracking is replaced by databank tracking.

Please note: Also see chapter 1.7.5 Affiliate : Referrer section. The tracking characteristics can be adjusted in a sophisticated manner. Very interesting new options -☺

With standard settings an individual HTML code is generated for each advertising-method that is provided by the merchant. It can be integrated by the affiliate into her/his web-pages. Besides the actual promotional material, which can be either text, graphics or other common resources, a link is generated with the reference to the Merchant website, and complemented with information that enables you to clearly identify the affiliate and the advertising medium. When a visitor to the affiliate

[3] The Double-Opt-in-process forces the user to confirm his registration by way of a unique link that he is sent by email

website clicks on the advert, the information contained in the URL (affiliate ID and promotional ID) is transmitted and evaluated by the module. The analysis pursues the following three steps:

1. According to the affiliate ID an attempt is made to load the affiliate's data and to check the status. The result of the test is positive if the status is *enable*.
2. According to the first step the data of the advert is loaded and its validity is checked on the basis of several attributes that are set in the module's configuration.
3. From the transmitted HTTP-Header[4] the referrer is read-out and compared to the affiliate claimed and merchant-accepted referrers. If the comparison is successful, the test provides a positive result, otherwise a negative one.

If all three tests lead to a positive result, a cookie is set with a life-time specified by the module configuration on the client. Through the data stored in the cookie, the affiliate, the advertising-medium and the referrer can be determined retroactively. The test takes place at every click. With a positive assessment the cookie is re-written, so that the following transactions by the visitor can be credited to the affiliate, through whom's website the visitor has **last** visited the merchant's website. It should be noted that the determination of the lifetime commissions through the database for the commission-types Pay-Per-Lead and Pay-Per-Sale have a higher priority than the determination through the cookie. More on this in the next section.

In addition to tracking relevant to the commission-types, pixel-tracking is used to track advert-views. In this way statistics can be kept on advert-display frequency of the different advertising media for each affiliate, without a affiliate web-page visitor having to follow the referrer to the Merchant site.

1.5 Determination of Commissions

The settings for the remuneration and commission-types can be defined in several places in the module, individually for each affiliate, from the most general to most specific,. Between the general and the most specific determination of commissions a sophisticated setting for affiliate groups can be made. In Figure 3 the underlying decision process is shown, which is processed for all commission-types.

[4] A referrer is the internet-address of the webpage that linked the user to the current page

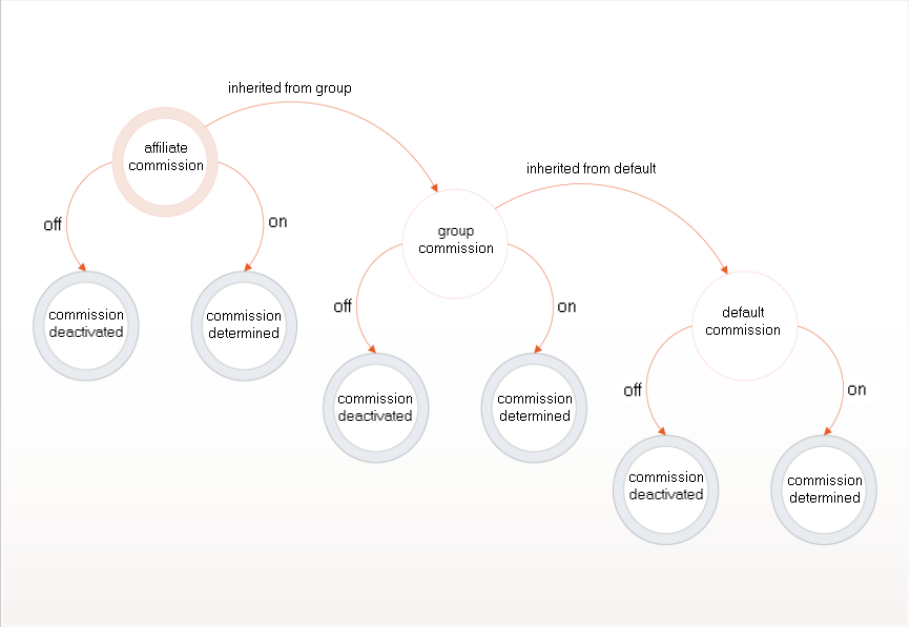

Figure 3: Determination of Commissions

In the first step, the affiliate compensation setting for the chargeable transaction is verified. When payment-of-transaction is disabled, no commissions for the affiliate are credited. When activated, the finalised commission will initially be earmarked only. This means, according to a completed purchase by a customer which was mediated by an affiliate, sales transactions, pay-per-lead and pay-per-sale, are not actually credited to the affiliate. The transaction is accepted as valid, but for the time being a commission of € 0 is provisioned for the affiliate. In the statistics for "Sale" and "Lead" this is indicated by the "Qty", "0" in the column "Pass" "Yes" and € 0.00" in the column "Price".

The final fee is not calculated until the order has the status "Complete". For that to happen all items have to be billed (invoice) and shipped (shipment). In this way it is avoided that commissions incur for unpaid orders.

With a return (Credit Memo), the commission will be corrected and re-calculated. In the statistics for "Sale" and "Lead" the number of items which were used for the calculation are displayed in the column "Qty". If all items of an order are returned, this operation is treated as a cancellation and the transaction is made "invalid".Campaigns

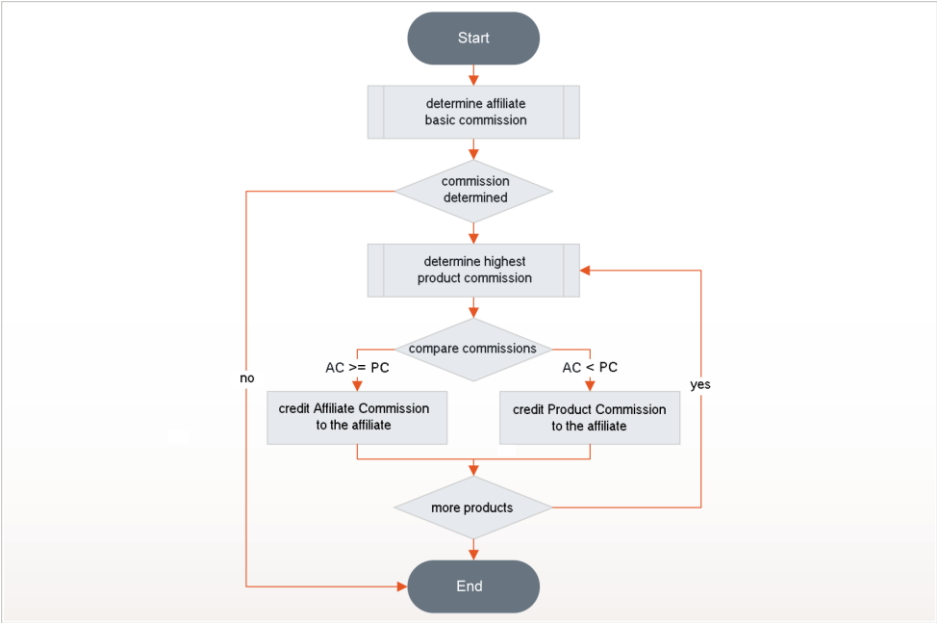

Figure 4: Campaign Commission Determination

1.5.1 Lifetime-Commissions

The Pay-Per-Lead and Pay-Per-Sale commission-types can be configured as lifetime commissions for the affiliate programme, they work only in connection with a new customer registration, mediated through an affiliate. After completion of the new customer registration, according to the information of the affiliate cookie, settings and commissions for the type-of-commission Pay-Per-Customer, Pay-Per-Lead and Pay-Per-Sale are determined, and stored as a record (with a reference to affiliate and new customer) in the affiliate module database. If at the time of registration a commission for Pay-Per-Customer was registered it is credited to the affiliate instantaneously.

In all referred cases of customer orders after registration, the data is stored in the database, after completion of registration, and analysed. If the evaluation shows that the commission-types Pay-Per-Lead and/or Pay-Per-Sale were configured as lifetime commissions, then for all purchased products the commission is determined again and used as a basic affiliate commission. In this case the commission for the affiliate is determined by the database. By determining the lifetime commissions through the database, they can be guaranteed, contrary to the uncertain commission determination through cookies, which can be deleted by the customer. Commissions, which were determined at the

time of purchase by an affiliate cookie, have a lower priority than lifetime commissions and are ignored. For example, in case of the lifetime commission having been configured only for Pay-Per-Lead, the Pay-Per-Sale commissions credited to the affiliate are identified via the cookie.

Installation

In this chapter, all installation steps, from install to set up and operation of a partner programme are described in detail.

Attention: We would like to keep the price for the actual module low. Therefore we are offering our module with or without installation service. Without installation service, the module is priced lower – **but we do not** offer free support. However, you have the choice of buying the module including or excluding installation service.

1.6 Installation

To install the Affiliate-Marketing-Module copy the app and skin directories, which are delivered with the module, to the Magento directory on the web server. After the two directories have been copied to the Magento folder, all the resources are moved to the correct location automatically. You may need to confirm the overwriting of already existing directories. After the installation is complete, the tim Affiliate Marketing Module for Magento can be configured and the resources can be set up.

1.7 Setup and Configuration

1.7.1 Adjusting the Frontend

Die Link-Box is to make visitors aware of the Affiliate-Programme. (Figure 5: Link-Box).

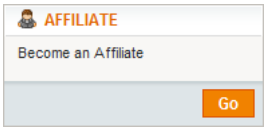

Figure 5: Link-Box

The text of the box can be edited through the Magento Translation Function. In addition to the box, an Affiliate Link is also inserted in the footer. It is visible on all pages independent of the layout. The links in the box and in the footer lead to the main page of the affiliate programme in the front-end which contains general information about the programme and a registration form. The content of the pages can be edited via the Static Blocks [Back-end: CMS Static Blocks] Affiliate-Dashboard, Affiliate-Commissions, Affiliate-Campaigns and Affiliate-Terms (igure 6: Static Blocks).

Title	Identifier	Status	Date Created	Last Modified
			From: To:	From: To:
Affiliate-Dashboard	affiliate_dashboard	Enabled	22.10.2009 17:49:30	22.02.2010 13:05:56
Affiliate-Commissions	affiliate_commissions	Enabled	22.10.2009 17:49:30	22.02.2010 13:06:07
Affiliate-Campains	affiliate_campains	Enabled	22.10.2009 17:49:30	22.02.2010 13:06:56
Affiliate-Terms	affiliate_terms	Enabled	21.10.2009 17:49:30	22.02.2010 13:06:31

Figure 6: Static Blocks

Menu items and other areas that can not be changed by way of Static blocks, can be changed through the translation function.

1.7.2 General Resources

The main navigation of the Magento back-end is extended after installation by the menu item *affiliate*, through which the module is configured and the affiliate programme resources are managed (Figure 7: Merchant-Menu of the Affiliate-Programme). Additional to the Module-Menu further resources in the Magento-Backend are configured that are used by the Module. Besides the Static Blocks for the frontend-pages, as mentioned in the previous chapter, additional *Store Email Addresses*, *Transactional Email Templates* and a new *User-Role* are established.

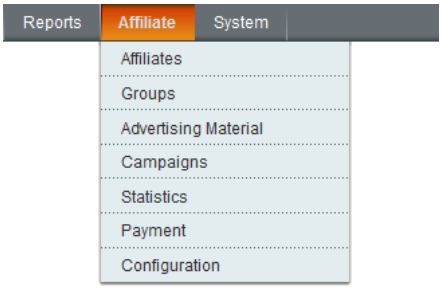

Figure 7: Merchant-Menu of the Affiliate-Programme

1.7.2.1 Store Email Addresses and Transactional Emails

The area *Store Email Addresses* [Backend: System Configuration Store Email Addresses] is extended after module installation by two new entries (Figure 8: Store Email Addresses). Here e-mail addresses can be set up that can be selected in lists at various places in the module configuration. The selected address is then used as a 'from' address during sending.

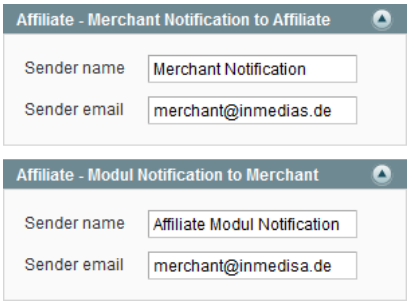

Figure 8: Store Email Addresses

The group titled Affiliate - *Merchant Notification to Affiliate* (sender name and Sender address) is to be used primarily when e-mails are sent to an affiliate. This happens during a status-change (Merchant Backend). The sender address of the second group is to be used when the merchant is to be informed of a module-executed event. In the module configuration the choice of sender address also affects one or more e-mail templates, which are the framework of the email. To this purpose a separate template is created during installation in the area Transactional Emails [Backend: System Transactional Emails] for each event that executes an email-delivery. (Figure 9: Transactional Emails).

Template Name	Subject	Template Type
Affiliate - Modul Notification - Click Amount Notifikation	Affiliate - Modul Notification - Click Amount Notifikation	HTML
Affiliate - Modul Notification - New Referer	Affiliate - Modul Notification - New Referer	HTML
Affiliate - Modul Notification - New Affiliate	Affiliate - Modul Notification - New Affiliate	HTML
Merchant-Notification - Accept	Merchant-Notification - Accept	HTML
Merchant-Notification - Disable	Merchant-Notification - Disable	HTML
Merchant-Notification - Enable	Merchant-Notification - Enable	HTML
Merchant-Notification - Reject	Merchant-Notification - Reject	HTML

Figure 9: Transactional Emails

1.7.2.2 Affiliate-Role

For the purpose of rights management for affiliates a new role called affiliate was set up in the Magento system [Backend: System Permissions Roles]. Except for the resources that are provided for affiliates, all further resources for the affiliate role are disabled (Figure 10: Affiliate-Role).

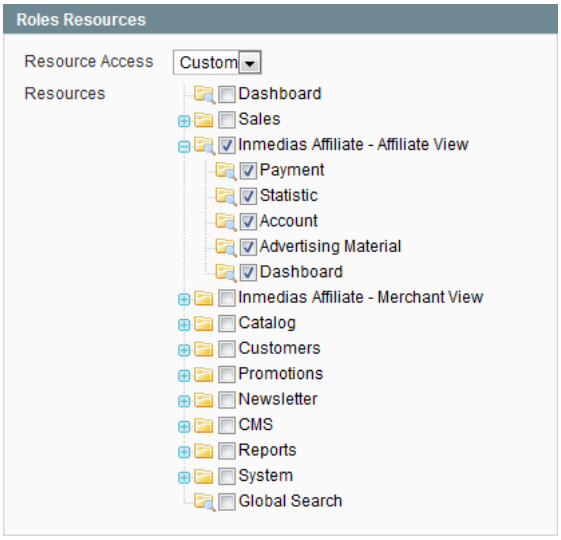

Figure 10: Affiliate-Role

In the module configuration this role is pre-set, to which those accepted into the affiliate programme are then assigned.

1.7.3 Module Configuration

After all resources are set-up or rather adjusted, the final module configuration [Backend: Affiliate Configuration] can be effected. All single parameters are divided into several logically connected areas (Figure 11: Module Configuration).

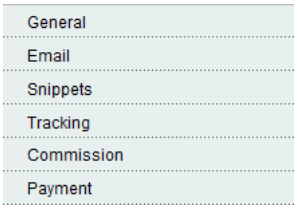

Figure 11: Module Configuration

1.7.3.1 General

General Module Adjustments

- **Affiliate Permission Role:** Using the drop down box, the role can be defined to which accepted affiliates are assigned to. By default, the *affiliate* role is selected - the role with affiliate specific limitations of resources. In the selection box, with the exception of the

administrator role, all existing back-end roles can be selected (Figure 12: Affiliate Permission Role).

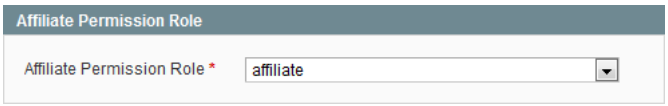

Figure 12: Affiliate Permission Role

- **Affiliate Group:** Regardless of status, each affiliate does belong to a group. Via the drop down an affiliate can be allocated a group that he will be assigned to after registration. During the module installation, the default group is created, which is preselected in the drop down box. (Figure 13: Affiliate Group).

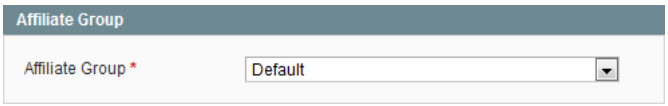

Figure 13: Affiliate Group

- **New Affiliate Notification:** After signing a new affiliate the module sends a message to the merchant. This setting determines which e-mail template and which sender-address should be used for that purpose. Via the field *Send Emails To* the destination address of the receiver is set (Figure 13: Affiliate Group).

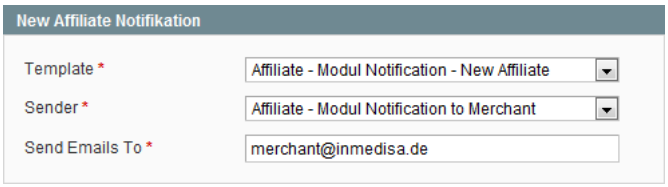

Figure 14: New Affiliate Notification

- **New Referrer Notification:** Each Affiliate may enter a new referrer via his administration panel. If a new Referrer is created by the affiliate, the merchant will be informed. The e-mail settings are in accordance with the *New Affiliate Notification* settings (Figure 15: New Referrer Notification).

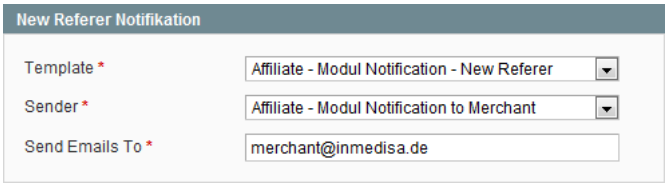

Figure 15: New Referrer Notification

- **Affiliate Status Notification:** Here you can set which e-mail templates and sender-address is used when an email is sent to the affiliate in the event of status changes. The recipient address is that of the affiliate (Figure 16: Affiliate Status Notification).

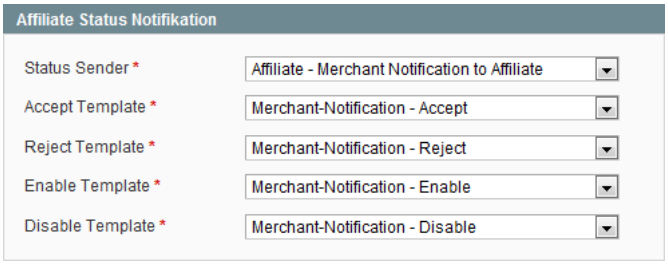

Figure 16: Affiliate Status Notification

1.7.3.2 Snippets

HTML templates are called snippets and are used to generate the advertising HTML codes. These templates include markers which are replaced during code generation with affiliate and promotional product specific data. The snippets *Static Image* (**a**), *Animate Image* (**b**), *Text* (**c**) and *Flash* (**d**) correspond to the advert-type. Snippets can contain arbitrary HTML-code and variables listed in Table 1: Snippet-Labels.

Table 1: Snippet-Labels

Variable	a	b	c	d	Description
{{var id}}	⊕	⊕	⊕	⊕	id of the advert
{{var url}}	⊕	⊕	⊕	⊕	URL with advert ID and affiliate ID
{{var name}}	⊕	⊕	⊕	⊕	name of the advert
{{var description}}	⊕	⊕	⊕	⊕	description of the advert
{{var file}}	⊕	⊕		⊕	link to resource, image or flash file
{{var width}}	⊕	⊕		⊕	width of the resource
{{var height}}	⊕	⊕		⊕	height of the resource
{{var clicktag}}				⊕	clicktag of the flash file
{{var text}}			⊕		text of the advert

1.7.3.3 Tracking

When a visitor lands on a merchant page through an affiliate link, the data that was transmitted is evaluated, and a decision will be made whether a cookie is set. Via the parameters in the group *Cookie Settings* changes can be made to decision making process and further features of the commission evaluation.

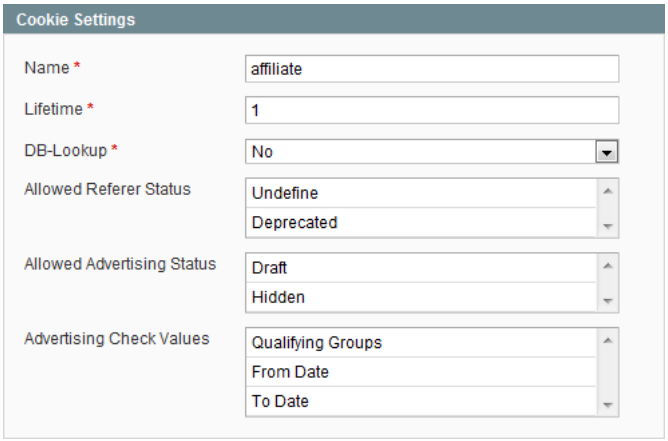

Figure 17: Cookie Settings

- **Name:** The specified value in this field is used as the name of the cookie.
- **Lifetime:** A number larger than zero denotes the lifetime of the cookie in minutes.
- **DB-Lookup:** In case of Pay-Per-Lead and Pay-Per-Sale commission-type the cookie determines the affiliate who has mediated the purchase within the cookie lifetime. If no cookie was transmitted from the buyer's client, the module tries to find the affiliate based on the customer-affiliate relationship, if DB-lookup is activated.
- **Allowed Referrer Status:** A referrer has the status *Undefine* until it is assigned the *Accept* or *Deprecated* (declined) status by the administrator of the affiliate-programme. If, in the main administration menu, transactions that are undefined are set to be always valid, then the individual referrer-acceptance process can be ignored here, then all referrers (by validated affiliates) are “auto-allowed”.
- **Allowed Advertising Status:** An advert can have *Released*, *Draft* or *Hidden* status. This status serves as precondition for the subsequent evaluation, which is configured by the multiple-choice *Advertising Check Values*. The evaluation is executed for the status *Released* and all subsequent statuses.

- **Advertising Check Values:** Via this selection, in addition to promotional status, the multiple-choice attributes of the advertisement can also be checked for validity. If the value *Qualifying Groups* is selected the option to release adverts only to selected affiliate groups is incorporated into the evaluation. If the values *From Date* and/or *To Date* are selected, the validity period for time-limited promotional materials is examined.

The group of parameters *Clicks Grouping* in the Tracking area concern the Pay-Per-Click commission type. Not every click that leads a visitor to the merchant page is to be compensated. A single visitor can cause multiple clicks, or a robot can defraud automatised. Various adjustments allow clicks to be related to a single source and consequently be remunerated just once. Grouping is achieved by IP-address and the time period during which the clicks come about. (Figure 18: Click Grouping).

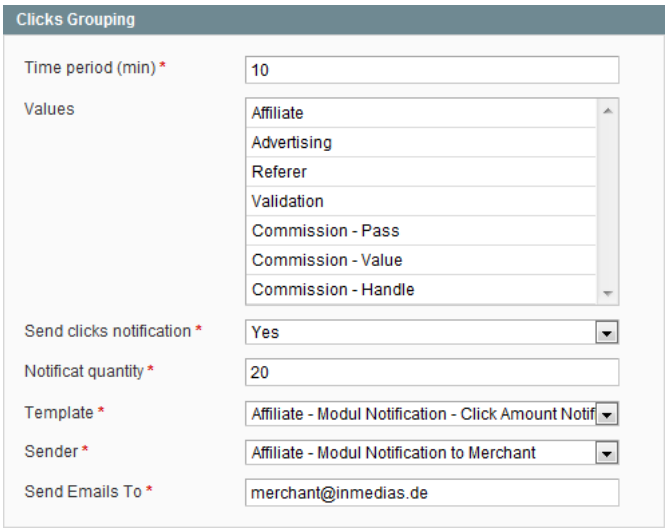

Figure 18: Click Grouping

- **Time period:** By entering the time period specified in minutes, clicks of the same origin (IP) are grouped.

- **Value:** In addition to the grouping by time the IP can also be grouped according to the values listed in the multiple-choice box. If no values are selected there, a click with origin **P1** via affiliate **A1** and a click with the same origin, but via affiliate **A2**, would be grouped to a single click and the commission paid to affiliate **A1**. In case the value *Affiliate* is selected, the same click-events would lead to payment for each affiliate **A1** and **A2** individually. The more values are used for evaluation the more precisely clicks are grouped.

- **Send clicks notification:** If this option is activated a division result **0** (quotient) from the click-count of a grouping (dividend) and the value of the field *Notificat quantity* (divisor) is sent to the email address from the field *Send Emails To.* The email template and sender-address is set in their appropriate fields.

1.7.3.4 Commission

In the area “Commission” the most general settings are made for all commissions. These settings are used for determining the commission within each affiliate group - if the no more specific settings were made for the group, or it was deactivated for the group.

Each commission-type is configured by a separate parameter group except Pay-Per-Lead and Pay-Per-Sale, which have a common set of configuration parameters (Figure 19: Commission-Configuration).

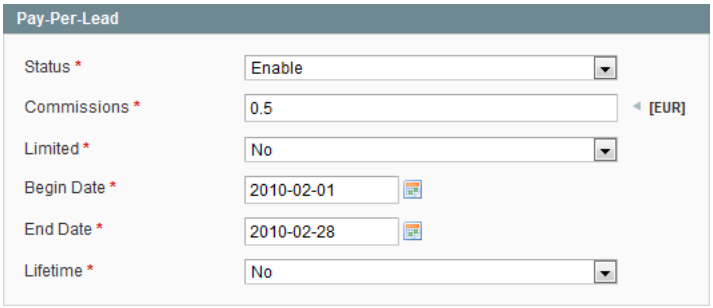

Figure 19: Commission-Configuration

- **Status:** Here the commission-type is deactivated or activated.
- **Commission:** In this entry the commission is determined. For commission-type Pay-Per-Sale a per cent value between 0 and 100 is used.
- **Limited:** If the commission is to be time-limited is can be arranged here, by setting the value to *Yes*. In this case a time period has to be set via the *Begin Date* And *End Date* fields.
- **Lifetime:** By way of the *Lifetime* selection the commission-types Pay-Per-Lead and Pay-Per-Sale can be activated as such.

1.7.3.5 Payment

In the payment-area a delay of commission payments can be set for each commission-type. The value between 0 and 12 specifies the delay in months by which actual payment is deferred. The value 0 means no deferment. A deferment of one month for commission-type Pay-Per-Sale would mean that the credit for the month January 2010 would contain the Pay-Per-Sale commission for the month of December 2009 (Figure 20: Payment offset).

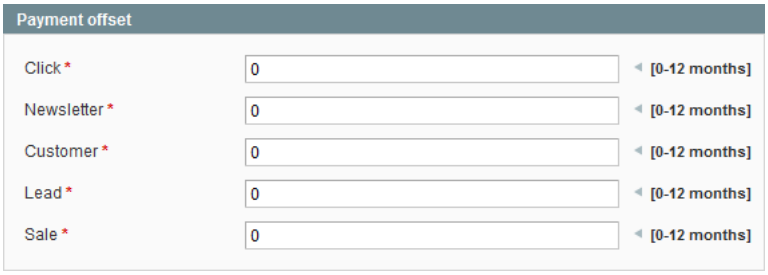

Figure 20: Payment offset

1.7.4 Groups

Affiliate-Groups can be set-up for many reasons [*Backend: Affiliate Groups*]. The default group is already set up during module installation. Different settings can be selected for every group and for all commission-types. You can choose the status *Inherit* for any commission-type and the module-configuration setting is used. *Define:* a more custom setting for group and commission-type is used. The status *Disable* deactivates commissions for the group.

1.7.5 Affiliates

The data of all registered affiliates is accessible through the Affiliate-Management [*Backend: Affiliate Affiliates*] and is distributed over multiple tabs for clarity.

Figure 21: Affiliate-Management

- **Dashboard:** The Dashboard presents some info about the affiliate account. A group of forms under *Status* updates the status of an affiliate, please refer to the paragraph about Affiliate Backend.

  Before the status can be changed and the changes can be saved, a choice is to be made on whether the affiliate will be notified by e-mail about the status change. For each state-type the corresponding e-mail template is used, with a place holder for a note that can be entered into the field *Notice.* (Figure 22: Affiliate-Status-Form).

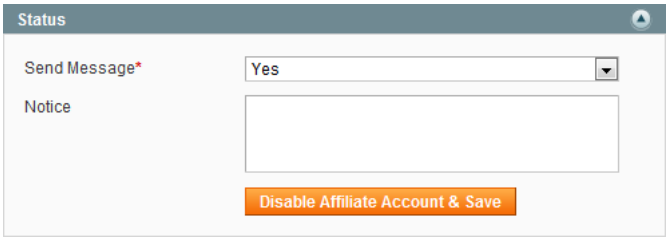

Figure 22: Affiliate-Status-Form

- **Account:** On the tab 'account' the registration details for the affiliate backend user can be edited, and a new password can be assigned. The blocked form fields *User Name*, *First Name* and *Last Name* will be automatically changed indirectly through other inputs.

- **Affiliate Information:** The form under this tab allows the editing of personal data of the affiliate.

- **Address:** Here the affiliate's address-data can be edited.

- **Company:** Through the Company Form the name of a company that the affiliate answers to can be entered. Further fields can contain the company type and tax registration number.

- **Bank Account:** The affiliate's financial institution's details are recorded and viewed here. If the bank is set to Germany *Deutschland* the option of *Bankleitzahl* (Bank Code) and *Kontonummer* (Bank Account Number) is used. For all other countries the fields for *IBAN* and *BIC* are presented. Bank-details are needed for direct-crediting of commissions..

- **Referring Website:** During the affiliate registration you must specify at least one referrer. The tab *Referrer* allows control over referrers and changes in status. The value of the field *Search Patterns* is used as a search pattern for the referrer identification and is generated from the URL automatically if no other pattern is entered. The button *Add New Referrer* creates as many referrers as desired. The *Delete* check-box allows deleting. (Figure 23: Referrer-Management).

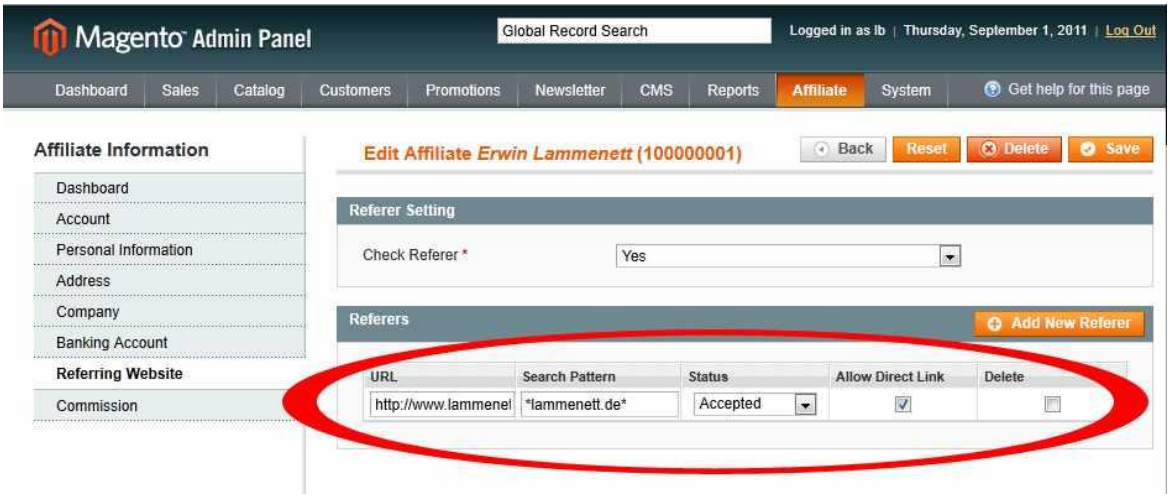

Figure 23: Referrer-Management

Advantage: If you utilise the module in this manner, only sales are counted which are explicitly initiated by the specified referrer(s). This measure assures you as merchant, that only authorised websites or websites known to you, advertise your products and get commission. Furthermore, by this technique click-fraud is impeded.

Disadvantage: Transactions that originate from other sources/referrers, e.g. newsletters or facebook fanpages will not be counted. Thus, in this mode the module can not be used to employ affiliate-links in newsletters or social-media platforms. If you want to do this nevertheless you must disable the referrer-check.

Disable Referrer Check

By way of the tick-box *Check Referrer* (Yes/No) you can deactivate the referrer-check for selected affiliates. This is useful when an affiliate wants to place adverts in other media, not just on websites. Other media can be email newsletters or Facebook fanpages for example.

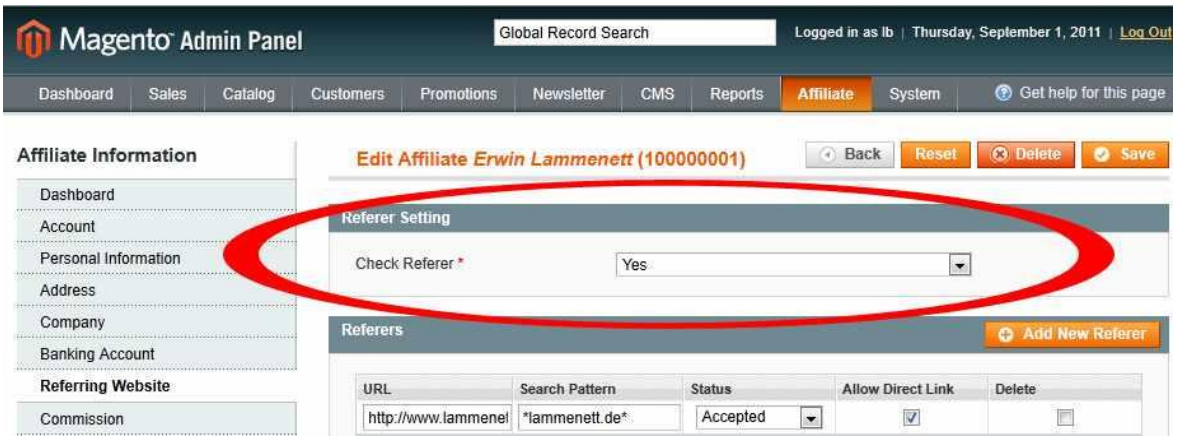

Figure 24: Disable Referrer-Check

If *Check Referrer* is disabled every transaction is counted whatever the source/referrer it steams from. Of course the prerequisiteis that you affiliate is using a valid affiliate-link. Example for a valid link: http://www.inmedias.de/P/Magento/Shop/index.php/affiliate/ad/click/advertising/100000003/affiliate/1/

In this link the number 100000003 is the advertising means e.g. a banner or a text-link which the affiliate wishes to use in his newsletter. The 1 at the end of the link represents the affiliate with the ID 1. Basically the affiliate – when the referrer-check is disabled – can pick arbitrary links from his advertisement portfolio and utilise them in third party media.

Allow Direct Link:

If the option "Allow Direct Link" is **inactive** ONLY transactions are counted that were created on the basis of a affiliate-code generated in the system. This code contains a link that contains the affiliate ID and the ID of the advertisement-means. Thus a relatively meaningful statistic can be created. Here an example for a typical affiliate-code which is automatically generated by the system.

<img
src="http://www.inmedias.de/P/Magento/Shop/index.php/affiliate/ad/view/advertising/100000003/affiliate/1/" alt="" style="display:none"/>

The affiliate can now either incorporate this code into his page or use the isolated link (http://www.inmedias.de/P/Magento/Shop/index.php/affiliate/ad/click/advertising/100000003/affiliate/1/).

If *Allow Direct Link* is activated for a referrer (affiliate) all transactions that a initiated by an affiliate website are automatically assigned to this affiliate. Now the complete link is unnecessary, for example

www.inmedias.de/P/Magento/Shop/index.php/affiliate/ad/click/advertising/100000010/affiliate/1/

but instead it is sufficient to equip an arbitrary text or any advertisement-means with a link that contains the master domain. Here an example from our shop.

If *Allow Direct Link* is activated transactions would be counted that originated on the basis of these links:

http://www.inmedias.de/P/Magento/Shop/inmedias-startseite/magento-affiliate-modul.html

oder

http://www.inmedias.de

oder

http://www.inmedias.de/P/Magento/Shop/

If Allow Direct Link is **not** activated **only** transactions are counted that have been initiated through a affiliate link that has been generated by the system. For example

http://www.inmedias.de/P/Magento/Shop/index.php/affiliate/ad/click/advertising/100000003/affiliate/1/

Advantage: By this option affiliates are no longer required to use individual links and adverts that contain the tracking code. The affiliate has it easier. A simple link to any shop-page is enough to tell from which affiliate the transaction has been initiated.

Disadvantage: The merchant no longer receives information on how good different adverts or advert-texts "sell".

- **Commission:** In the Commission tab the same fields as for the standard and group-respective commission-configurations are found. In addition to the commission-type form-groupings a multiple-choice box offers a choice of differing affiliate groups.

1.7.6 Advertisements

Advertisements are managed through the Advertising Menu [Backend: Affiliate Advertising]. The management encompasses the creation of various advertisements and retroactive changes of the data. During creation of new advertisements one has to fix a advertisement-type in an intermediated step before the main form. This can't be changed afterwards. During creation, depending on the type, varying inputs are required. (Figure 25: Advertising-Type Selection).

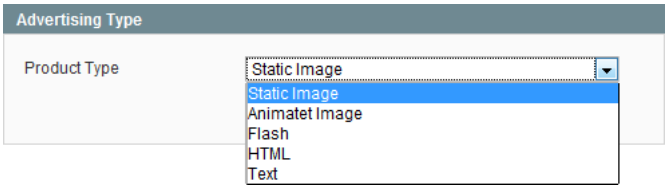

Figure 25: Advertising-Type Selection

The selections with the same relevance for all advert-types is shown in Figure 26: Static Advertising Settings.

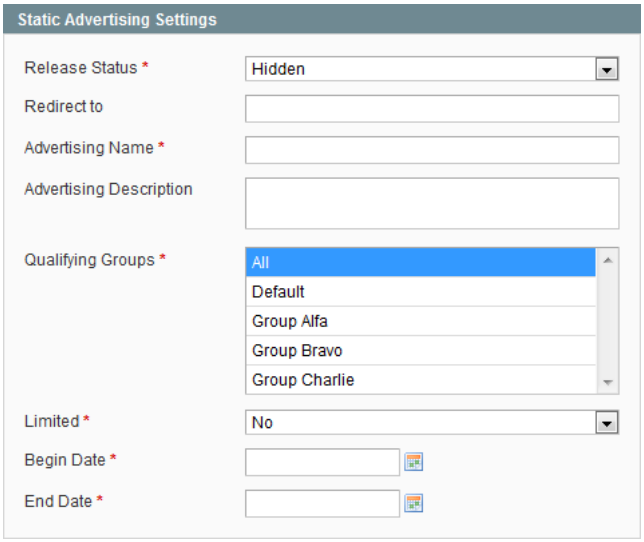

Figure 26: Static Advertising Settings

- **Release Status:** The status value of an advert can be *Released*, *Draft* or *Hidden.* It can be adjusted via a multiple-choice. Depending on the multiple (simultaneous) choices of *Qualifying Groups* an advert is only visible to affiliates in their backend-view if it has the status *Released*. The statuses *Draft* or *Hidden* can be chosen to hide advertisements or flag them.

- **Redirect to:** The field *Redirect to* designates a web-page address that the visitor, who came from an advertisement onto the merchant's page, is redirected to after the module has finished the analysis. Valid entries are a URL or a relative path. If left empty the redirection leads to the start page.

- **Qualifying Groups:** The multiple choice *Qualifying Groups* restricts the advertisement visibility to affiliate-groups.

1.7.7 Campaigns

Management and settings of campaigns is done in the *Campaigns* Menu [Backend: Affiliate Campaigns]. During creation of new campaigns the campaign-type hat to be set. For now there is only the type *Category*. The particulars for a category-campaign are in three tabs: *General*, *Category* and *Commission*. All form fields of the *General* tab match those of the advertisement, except the missing tab *Redirect to*.

- **Category:** : The tab Category contains a category-tree of the online shop. By enabling any number of categories it can be determined which category applies to the campaigns. In order

to save yourself from enabling many subcategories of a superior category, the toggle Recursion enables recursive inheritance. (27: Category Selection for C).

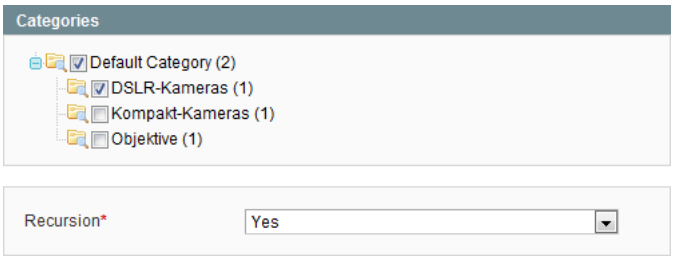

Figure 27: Category Selection for Campaigns

- **Commission:** For form groupings Pay-Per-Lead and Pay-Per-Sale the commissions for both commission-types can be set independently from each other (Figure 28: Campaign-Commission-Settings).

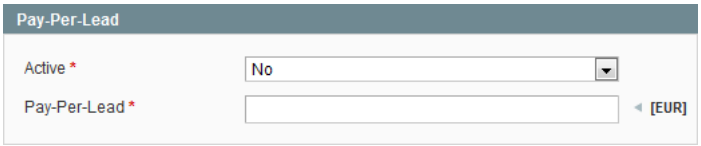

Figure 28: Campaign-Commission-Settings

1.7.8 Statistics

In the Statistics area [*Backend: Affiliate Statistics*] each transaction of each commission type can be viewed summarised by days (*General*), by (*Affiliate*), by (*Advertising*) and by (*Referrer*) (Figure 29: Separate Statisti).

Figure 29: Separate Statistics

On the *Dashboard* -tab an aggregation of several data is presented (30: Statistics Overview).

Figure 30: Statistics Overview

On all subsequent tabs in the statistics area the data is presented in tables that can be filtered by columns. The results are summed up for all rows and presented above the table. For the various commission-types any transaction can be refused (commission is not paid) or accepted (commission is paid) retroactively. Both is set via the row-action *Pass* (Invert) (Figure 31: Actions for Recorded Transaction).

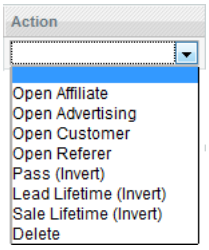

Figure 31: Actions for Recorded Transactions

Lifetime-commissions for the referring affiliate's referred new customers can also be worked on retroactively through the row-action *Lead Lifetime* (Invert) and *Sale Lifetime* (Invert). In case of the Pay-Per-Sale commission-type the commission is calculated by multiplying the item's price, quantity bought and the percentage for the commission. If part or all items purchased are returned the

commission has to be re-evaluated accordingly. This is accomplished automatically if the returns have been entered through the provided Magento function.

1.7.9 Credits

In the credit area [*Backend: Affiliate Payment*] credits can be created, edited, viewed and exported in PDF and XML formats. The creation of credits must by initiated by the merchant and require a year/month time-frame. Optionally credit creation can be initiated for individual affiliates (32: Initiation of Credits).

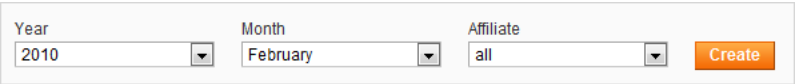

Figure 32: Initiation of Credits

A newly created credit has the *Draft* status. In this status the credit is editable and invisible for the affiliate. When indicated, after adjustments, the credit can be carried to the next higher status *Publish* or *Paid*. From the status *Publish* the credit is visible to the affiliate as well and can still be edited or deleted. If a credit has been carried to status *Paid* it can no longer be changed or deleted. (Table 2: Functions Dependent on Credit)

Table 2: Functions Dependent on Credit Status

	Draft	Publish	Paid
export	⊕	⊕	⊕
delete	⊕	⊕	
update	⊕	⊕	
edit	⊕	⊕	
visible for affiliates		⊕	⊕
Email alert to affiliate			⊕